



Complete Transcript: HALO Talks with Gary Kleinman
Posted November 24, 2023

Pete Moore [00:00:00]:

I am super excited to announce that we now have a formal partnership with the prospect wizard. And when I say wizard, I mean wizard. Obviously, you have a website. This allows you to convert your website traffic visitors directly into leads. It's not just another chatbot, and it's not AI, but it allows a visitor to call, text, or leave a voicemail immediately goes to you, your sales team, or anyone else in the club. Instantly, MIT shows a study that if you contact the lead within 10 minutes, chance of them converting goes up 9 times that of the average. We got the Atlanta clubs on it. Vida fitness Gold's Gym, mountainside city fitness, Philly college park become one of the next halo companies to deploy the wizard. It's easy to use.

Pete Moore [00:00:49]:

Go to the prospectwizard.com. Get a free 30 day trial. Talk to my boy, Dave Gallon. He will get you all set up and let the leads flow based on the wizard. Go get them. This is Pete Moore on Halo Talks NYC. I have the pleasure of bringing to our channel, Gary Kleinman, a UCLA law degree and entrepreneur tackling the powdered and energy drink market. We're gonna talk about his desire to be in the industry, what he's about to accomplish, and how we are going to get this in the hands of athletes and weekend warriors.

Pete Moore [00:01:27]:

So, Gary, welcome to the show.

Gary Kleinman [00:01:29]:

Hey. It's a pleasure to be here. Thanks for having me.

Pete Moore [00:01:31]:

Awesome. So, know, we don't see a lot of UCLA or, you know, Ivy League, attorneys, you know, entering the space as an entrepreneur. So, obviously, you've had an interesting road and probably followed your passion, and desires and not just your, your diploma, so tell us how you got to here.

Gary Kleinman [00:01:51]:

Yeah. I litigated for, oh god, 18 years, and I always say hated it for 20. You know, it It's a great education. Use it every day, terrible business, and I had a, an awful, I've I was a plaintiff litigator in a terrible case that soured me on the system. I just can't do this anymore, and I ended up working at a marketing, company that, claimed a long time ago that they needed mature help, so I thought that excluded me more than it included me.

Pete Moore [00:02:21]:

For us.

Gary Kleinman [00:02:22]:

And I and I went there, and it just made sense to me. And I realized after doing that for several years That being in the marketing world and being a litigator is much the same thing. You're telling a story. It's just a different story, and that made it a lot easier. So For a lot of years, I had an experiential marketing agency that, focused on mobile tours for MLB, NFL, god, Warner Brothers. You know, we took the Soup Nazi around States with a food truck and gave Molagatani soup and what have you. And then I read an article about gaming, and a 17 year old Female gamer and played in a League of Legends tournament, 17,000 people. I thought that there's no way 17,000 people or watching somebody play a video game.

Gary Kleinman [00:03:14]:

So then, well, that's kinda cool. There's a lifestyle and culture, so I created a digital media network around, lifestyle and culture gaming that still is on Comcast, sold that and looked at health, health, and nutrition for gamers that they got a lot of, issues in terms of carpal tunnel, focus, attention, memory, all that other fun stuff. And in developing products for them, Realize that they're all substantially dehydrated by sitting for 6 hours and not having the attention and then the fatigue and the muscle contractions and what, But they can't go to the bathroom because they're gonna lose. So I sat down with our science guys and said, They need hydration. They can't drink. Let's come up with a different delivery system, and Electrolyte Boost is, the response to that delivery system. So as I develop that, I thought it'd be easy to develop it. An electrolytes are all salt.

Gary Kleinman [00:04:13]:

Right? Magnesium, sodium, Alright. Nobody wants to take a mouthful of salt. And so I thought we gotta make it taste good. And I thought that would take about 2 weeks. That was a year and a half off. Oh, just a slight year and a half off. But we finally came up with a formula much like Pixy Stix, if you remember Pixy Stix. Sure.

Gary Kleinman [00:04:34]:

And you just tear off the top, put it in your mouth. Tastes great. It gets absorbed by your tongue in your cheek. Therefore, it's in your, blood system right away. So you're getting the benefit of not only the electrolytes, but acetylcholine, which is, a clinically proven ingredient, that, improves memory attention. So as we're doing that for gamers, everyone kept saying, well, I'm a surgeon. You know? I'm in a 6 hour surgery. I can't leave the surgical suite to go to the bathroom, But I'm getting dehydrated.

Gary Kleinman [00:05:08]:

Truck drivers don't wanna stop at a truck stop. They get paid by the mile, so the more that we can keep them, in a truck, Reduce their fatigue, and they drive longer. It works there. You know? The military, there there's all these applications. So we decided to spin off Electrolyte Boost as its own brand, and we are the only electrolyte support product in the market not dependent on water.

Pete Moore [00:05:34]:

Gotcha. You know, as you take a look at, at the gaming industry, I saw a great commercial in Asia that was done. I think it was Nike. It kinda, like, took these kids through, like, a, like, an athletic boot camp where they were doing all sorts of, you know, like dance revolution. They'll get, like, balls thrown at them. You know, they get their instinct. They were actually, like, running. You know, they get so much stamina, endurance.

Pete Moore [00:05:58]:

You know? So when you take a look at, you know, the primary you know, the frustration you were solving, which is always the best way to start a company is actually solving somebody's problem and then commercializing that, and finding other people that have that same problem. You know, the gaming industry, yeah, has exploded to the point where, you know, advertising into the gaming industry, is that a cost effective channel? Is that too fragmented, you know, because there's a lot of health clubs are, you know, highly distributed, and the gaming industry doesn't really have Like, monster, I guess, is attached to, like, the UFC or MMA. I'm not sure if that's true or not, but, you know, how do you kind of, to get your guy.

Gary Kleinman [00:06:40]:

Great point. Great conversation. Sat on several panels having that same conversation. You know, gaming is interesting. When you look at foot when you look at base, it's the same area. Right? Baseball, 9 innings, Same positions, games all the same. Gaming is not. It it's really a cluster of a now tens of thousands of game, and each of those games have siloed audiences.

Gary Kleinman [00:07:09]:

So if you're a League of Legends fan, you're not playing Overwatch. Or if you're, a Formula 1 video person, you're not playing, you know, lord of the kingdom or whatever the heck is out there. So it's really hard to target individual titles as opposed to games. There's an interesting phrase in in marketing or in business, and that is It's easy to find the gap in the market. It's really hard to find the market in the gap. And in esports, interestingly enough, might well be in many respects a gap in the market of which there may not be a market in that gap, and we've seen it with digital media, The esports teams on a professional level right now are all struggling. There there's not a true revenue model attached to pure esports. So I think that there's a challenge.

Gary Kleinman [00:08:11]:

You know? Gaming may well just be gaming with your friends and getting better or watching out on Twitch to get better and not necessarily be monetized.

Pete Moore [00:08:28]:

This is people I wanna let you in on a little secret. There's this company called Promotion Vault, and what they do is they give out rewards from retailers that allow you to incentivize your members without having to do 0 down and 1 month free or giving away shakes or giving away T shirts. What you wanna do is build a rewards program that lasts, that people value, and that doesn't discount your own products and services. So here's the deal. There's something called rewards vault. The rewards vault is going to allow a member to set up their own profile. They are going to answer questions. You're gonna get those answers.

Pete Moore [00:09:05]:

You're gonna be able to target those members, and you're gonna reward them inside your club, inside your spa and outside of the club and outside of the spa to get them to become loyal, to get them to pay their monthly dues, and to be rewarded properly for the actions. A lot of companies are cutting back on rewards. You shouldn't be. Promotion Vault's your answer. Trust me. This is real. So as I you know, I tried the product at, you know, I wasn't at a gaming event. There were a lot of appetizers.

Pete Moore [00:09:40]:

I was at the 2nd, you know, mezzanine of a bar, in New York City, so thanks, Mark, for setting up that networking event. You know, once I once it hit my tongue, what I what reminder I had in my brain was watching a World Cup soccer game, and the guys getting a, grabbing water from the side, drinking the water, and then spitting it out because they did not want that extra, like, 10 ounces or 20 ounces of water weight that was gonna potentially, like, Give them that that micro or millisecond, you know, disadvantage. You don't want a quarter kick. So as I thought about what you're providing, it seemed to me Like, it might solve some of the frustrations with athletes that are so hyper focused on what my plane weight is, you know, how my body is reacting. You know, am I am I bloated playing, you know, striker in soccer? Like, that's not how I wanna feel. I wanna feel like, you know, like a gazelle. So are there are there any touchpoints like that that kind of, like, filter into, like, where this could, like land is like question.

Gary Kleinman [00:10:46]:

I was in a meeting yesterday with a gentleman that owns 3 3 MMA league in organizations. And his fighters have an issue of weighing. Right? They they've gotta be in a weight so that they Don't take water Right. Because of the weight. And then after weigh in, they got 4 hours before they fight. They gotta start getting fluids and what have you. So there there's a misnomer in in the world, so to speak, in terms of What is hydration? You know, most people think if I drink just water, I'm hydrated. And the reality is that is anything but accurate.

Gary Kleinman [00:11:28]:

You know? You need your electrolytes because that's what is in your cells and triggers all the muscle contractions and all the things that electrolytes do. They don't need to be taken together. In fact, in many respects, they should be taken apart or separately. And we just looked at that and said the application as you just, You know, or jointly, pointed out is that an athlete look at every football time out. They sip. Why? Because they can't take the weight of water. There's nowhere to go to the bathroom. You

know? I think it's funny when we talk to our football players at halftime, you see the team running to the locker room.

Gary Kleinman [00:12:04]:

And for years, I thought they were running because I wanted to hear the coach. They're actually running to be the 1st in OP. Right? And that's and that's why they're running off the field. So There are so many instances where even, non-athletically how many times, Peter, have you been on an airplane and you look down the aisle and go, I'm at, I don't wanna go to the bathroom, but I'm cramping up. I'm foggy. I'm getting jet lag. Yep. Or you're at a music festival or you're a cyclist.

Gary Kleinman [00:12:32]:

You know? You're just a recreational cyclist, and you don't wanna carry them. And that's the application for electrolyte. And because it goes into your blood system right away, You steal it right away. Yeah, I've got a couple grandkids. They won't take Pedialyte, but they'll take this. You know, on Pedialyte is just liquid, you know, electrolyte. Well, they don't like the taste of it. So we work really hard to have a good tasting product, which I hope you thought it was good tasting, and works.

Pete Moore [00:13:05]:

So I drink a lot of Pedialyte, and I'm so surprised that they can't just give me, like, 5 flavors that taste good. Everything's gotta be some concoction of, like, you know, mango or apricot. I'm like, bro, just give me, like, orange. I'll give you 11. Oh, great. I just don't understand why things have to get so confusing.

Gary Kleinman [00:13:22]:

It's funny. It's funny you Say, I laugh because in our product formulation, flavoring was such a prolonged conversation. Right? And if you come out with orange, there's x number of people that was, I can't stand orange. Right? And you come out with grape. There's x number of people that that say we don't like grape. So we actually spent a lot of time Coming up with a single flavor called the original flavor. And everybody seems to think it's something different. I was actually at a, American Ninja adventure park 2 days ago with some of the ninjas, and somebody said, oh, it's cucumber.

Gary Kleinman [00:14:04]:

Yeah. I looked at him and said, you're right. Well, there's no cucumber in there at all. But if that's what you think it is and you like it, you're right. And it just With flavors, if you give it to 10 people, 4 like it, 4 don't, and 2 don't care. So Yeah. A flavor Some

Pete Moore [00:14:19]:

of those I'm hoping that, like, at least one out ten people like it because it's definitely not You would hope. Resonating with me. Right?

Gary Kleinman [00:14:27]:

You would hope, and, You know, we spent, like, you know, a lot of time getting the flavors right. But then if you look at the application, you know, if you're at a gym and you see all these people, you know, Carrying around jugs and jugs and jugs of water. What they're really doing is as they're drinking that is they're flushing out the electrolytes that are in their body. And then they gotta interrupt their work out by going to the bathroom where you can take electrolyte boost, workout, not worry about the weight of the water. And when you're done working out, you wanna refuel with some fluids, feel free to do it. So, you know, we look at electrolyte boost as giving people about 2 or 3 additional hours of whatever it is that they're doing And performing better while they do them, without the demands of water, bathrooms, and wasted plastic.

Pete Moore [00:15:25]:

So let me let me flip the conversation to, you know, Gary, the entrepreneur, you know, in this industry that is not regulated, and I'm gonna bring up something now that I just saw yesterday about these this new drink called Prime, which has, like, 200 milligrams of caffeine. They've also got a hydration drink just by 2 YouTube guys, and, you know, they're selling a lot, and then you kinda stop and say, You know, I've spent a lot of time on the science here. You know, this is actually what's good for you. This is what's not good for you. So how do you as an entrepreneur kinda, You know, stay, you know, moving down the highway when you know there's so much marketing dollars that just kinda create, you know, random noise and confusion that it almost, like, brings the whole category off kilter, and then you gotta kinda pull it back, and, like, when do you think that education kinda wins?

Gary Kleinman [00:16:24]:

You know, I appreciate you bringing that up. Again, it's a conversation. I mean, USB eavesdropping. You know, Prime and what's going on with Prime is awful in terms of The amount of caffeine being targeted to kid. And even says on the bottle, it's not for, you know, children under 15, Yet that's who they're marketing to. When I see things like that, especially with 15 year olds, my first question is where are the gatekeeper parents Looking at what your kids are eating. You know, marketing is marketing. You're never gonna stop it.

Gary Kleinman [00:16:58]:

We looked at it differently. We have a, scientist on our board, our chief science officer. She created the 1st sports protocol nutrition program with the New England Patriots and Bill Belichick 14 years ago. She's an expert on hydration, and she consults the Olympic team and Basketball teams and what have you. We reduced the sodium, in our content versus what a lot of other products have because Sodium is not that great for you in large doses, and the American diet has lots of sodium. We live on education. We live on the fact that we're putting in Citicholine in into our formula. It worked.

Gary Kleinman [00:17:45]:

And the challenge when you don't have a Gatorade budget or a Pepsi budget who bought Prime, is you gotta look at niche markets, look at, you know, the gyms, look at certain sports, work with influencers in that sport, give them product, Make sure they like the product, and if they do, they'll support it. And it's an it's a slow burn. We don't we can't Hammer people over the head. Oh, we do have a unique selling point and that we're not water dependent. So for people and then there are people that, you know, have feeding tubes or don't have access to water. It's great for them. You know, if you're a roofer, you'd you

know, it's great. So we look at it from the viability and the efficacy of our formulation for first and foremost, in taste.

Gary Kleinman [00:18:38]:

And that's what we sell on is it's good and there's always gonna be somebody with more money, But there's always a brand that at some point in time does something. If the product isn't efficacious, you look at Prime. Whether kids buy it or not, the brand tarnished because now you got congress knocking on their door and saying, what are you doing? And Yeah. And interestingly enough, there are a lot of other products with the same amount of casting, if not more, and they'll probably now be congressional inquiries, and the FDA will probably stay out of it. So In our world, we're a supplement, so we have to be careful about the claims made. They're a beverage They can get away with a whole lot more.

Pete Moore [00:19:32]:

This is Pete Moore. Here's the last tip for you of the podcast. We are partnered up with a company called Higher Dose, higher dose .com. They are the leader in workout recovery products, infrared technology, LED light masks, neck enhancers, and other products such as PMF mats and sauna blankets. If you have not gotten on the workout recovery train yet, your time and your stop is now. You gotta get these products in there before these workout recovery and spas end up saturating your market, having your members walk out of the club and going into one of their locations for \$200 per month where they're paid 39 to you. Let's become an expert in workout recovery if we are already an authority in workouts. Higher dose, check it out.

Pete Moore [00:20:24]:

There's a wholesale code, and We look forward to helping you augment your products and services to meet the demands of your members. And, hey, Let's get people happy, healthy, and sweating, and the recovery should be just as good as the workout. You know, from a standpoint of, you know, viral marketing where, like, that that one, you know, YouTube upload or something that happens, do you kinda sit I don't not sit around, but do you, like, wait around for, like, when, you know, Messi's you know, it's in The 89th minute of the, you know, Messi's 1st game, and, you know, he jumps over, and, like, somebody gives him an election like Boosie hits it, and then he, like, You know? He bicycle kicks to win or some like, is it are you kinda waiting, or have you had some of those moments like, oh my god. Like, I can't believe this person just used this, and, know, it's like it was on NBC at 8 o'clock or you know, do you get some of those, and has that helped you kinda, like, just say, like, man, this is gonna happen. I don't know when, but, like, we're so close.

Gary Kleinman [00:21:28]:

I'm sure Messi's watching this right now,

Pete Moore [00:21:30]:

and Listen. Yeah. We got the audio going for him.

Gary Kleinman [00:21:33]:

Yeah. Yeah. So I'm sure he's got it in his Pocket ready to tear it open and down it. Oh, it hasn't happened yet. You know, from my marketing experiential, background, Every brand has always said, hey. We want you to create something for buzz. Right? Buzz happens when you least expect it, and it's what you never thought would be buzzworthy. Right.

Gary Kleinman [00:21:57]:

We're committed to our science, our application for all the use case scenarios. And if something viral happens within the context of what we do, great. If it doesn't, that's okay k two. It's more about credibility of the people using it, and we see more and more people that are using it and posting it, organically on their social channels. Yeah. I would love to see Messi or, you know, Anybody, you know, instead of saying, after winning a Super Bowl, I'm going to Disneyland, you know, to say, I just got boosted. Right? That would be great. If that happens, we're we we'll all be, celebrating.

Gary Kleinman [00:22:43]:

It can. You know, we sit in a in an athletic world where our product sits well for that to happen. And if it does, great. If not, we continue to But I the other saying that always sticks in in my head is it takes 25 years to be an overnight success, so you gotta just Plata Way, and

Pete Moore [00:23:06]:

I, I use the same, yeah. Yeah. I use the same. If you wanna create value, Yeah. It doesn't happen overnight. And when you wanna sell the company, you'll be rewarded for the value that you've created. We had 1 guest on who, the largest billing company in the health club industry, who said, you know, he's a 38 year, overnight success, you know, that they were battling door to door, you know, uploading people's membership list into the point where they got their 14,000. You know? So hand to hand combat sometimes always wins the war.

Gary Kleinman [00:23:37]:

It does. I mean, you gotta be committed to your brand and your ethos. Too many brands seem to wanna flip and change and don't pay enough attention. You know, we have a really viable, That's a product that works. We're you know? And the interesting thing, we're actually complimentary to all the hydration drinks that are out there because if somebody wanted to take, I don't know, any other hydration beverage mix, 2 hours later, they can certainly just take our product to elevate their electrolyte level without, you know, damaging or competing, with whatever they took before. Statistically, 75% of people are Ironically, mildly deep. What is it? They're on the verge of some brain fog or sleepiness or fatigue, Some muscle tiredness or cramping, they if it's more serious. And by taking our product, all you're doing is elevating those electrolytes.

Gary Kleinman [00:24:45]:

You're gonna drink when you're thirsty, and you should drink when you're thirsty. But there are moments in time if you're on conference calls or you're sitting in the office, you can't get up, and you don't wanna go to the bathroom, and there's no water, and you don't wanna throw the just tear this off, throw it in, and you get, an immediate pick me up and Replace the electrolytes that you've lost, fell.

Pete Moore [00:25:05]:

Great. Well, we use the term halo, health, active lifestyle outdoors, so Thanks for helping us boost the industry. We'll get the word out, and, we will follow-up after the, after viral, video I do while I'm playing pickleball and somehow gets picked up nationwide, and I'll be like, Gary, I was the guy. I was the one.

Gary Kleinman [00:25:23]:

I would I would say. I would think your pickleball exploits would be viral.

Pete Moore [00:25:27]:

There you go. They shall be, and I'll, I'll have some boost with me. So thanks for coming on, and, welcome to the industry.

Gary Kleinman [00:25:34]:

When you come back to Manhattan Beach, you'll come down. We'll play pickleball and see if we can get a couple's viral thing going.